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WHAT IS CLAIMED IS:

1. A method for communicating data comprising:

receiving a first request at a cache server, the first request having an associated first content item and having an associated header portion;

comparing the first content item and the header portion to predefined criteria;

generating a second request based on the criteria, the header portion and the first content item, the second request being associated with a second content item; and

retrieving the second content item based on the second request.

2. The method for communicating data according to Claim 1, wherein the header portion comprises a hypertext transport protocol header portion and wherein comparing the request comprises:

examining a hypertext transport protocol identifier portion associated with the first content item;

comparing the hypertext transport protocol identifier portion to the criteria;

examining the hypertext transport protocol header portion associated with the first request; and

comparing the hypertext transport protocol header portion to the criteria.

3. The method for communicating data according to Claim 2, wherein the predefined criteria comprises a match criteria and an associated transform.

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- 4. The method for communicating data according to Claim 3, wherein the transform comprises at least one rule indicating how to modify the hypertext transport protocol identifier portion associated with the first request to generate the second request.
- 5. The method for communicating data according to Claim 3, wherein the transform comprises at least one rule indicating an element associated with the hypertext transport protocol header portion of the first request to be associated with the hypertext transport protocol identifier portion of the second request.
- 6. The method for communicating data according to Claim 3, wherein the match criteria comprises at least one entry, each entry comprising a portion of a hypertext transport protocol identifier and comparing the hypertext transport protocol identifier portion to the criteria comprises comparing each entry to the hypertext transport protocol identifier portion of the first request.
- 7. The method for communicating data according to Claim 1, wherein retrieving the second content item comprises:

retrieving the second content item based on the second request from the cache server when the second content item is available from the cache server; and

retrieving the first content item based on the first request from the origin server when the second content item is unavailable from the cache server.

8. The method for communicating data according to Claim 7, wherein the second content item is related to the first content item.

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9. The method for communicating data according to Claim 7, wherein the second content item comprises a version of the first content item customized in response to data in the header portion associated with the first request.

10. The method for communicating data according to Claim 1, wherein generating the second request comprises:

adding a hypertext transport protocol identifier portion of the first request to a hypertext transport protocol identifier portion of the second request; and

associating an element associated with the header portion associated with the first request with the hypertext transport protocol identifier portion of the second request.

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11. A system for communicating data comprising:

a computer readable memory;

an application stored in the computer readable memory and operable to:

receive a first request at a cache server, the first request having an associated first content item and having an associated header portion;

compare the first content item and the header portion to predefined criteria;

generate a second request based on the criteria, the header portion and the first content item, the second request being associated with a second content item; and

retrieve the second content item based on the second request.

12. The system for communicating data according to Claim 11, wherein the header portion comprises a hypertext transport protocol header portion and wherein the application is further operable to:

examine a hypertext transport protocol identifier portion associated with the first request;

compare the hypertext transport protocol identifier portion to the criteria;

examine the hypertext transport protocol header portion associated with the first request; and

compare the hypertext transport protocol header portion to the criteria.

13. The system for communicating data according to Claim 12, wherein the predefined criteria comprises a match criteria and an associated transform.

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- 14. The system for communicating data according to Claim 13, wherein the transform comprises at least one rule indicating how to modify the hypertext transport protocol identifier portion associated with the first request to generate the second request.
- 15. The system for communicating data according to Claim 13, wherein the transform comprises at least one rule indicating an element associated with the hypertext transport protocol header portion of the first request to be associated with the hypertext transport protocol identifier portion of the second request.
- 16. The system for communicating data according to Claim 13, wherein the match criteria comprises at least one entry, each entry comprising a portion of a hypertext transport protocol identifier and comparing the hypertext transport protocol identifier portion to the criteria comprises comparing each entry to the hypertext transport protocol identifier portion of the first request.
- 17. The system for communicating data according to Claim 11, wherein the application is further operable to:

retrieve the second content item based on the second request from the cache server when the second content item is available from the cache server; and

retrieve the first content item based on the first request from the origin server when the second content item is unavailable from the cache server.

18. The system for communicating data according to Claim 17, wherein the second content item is related to the first content item.

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19. The system for communicating data according to Claim 17, wherein the second content item comprises a version of the first content item customized in response to data in the header portion associated with the first request.

20. The system for communicating data according to Claim 11, wherein the application is further operable to:

add a hypertext transport protocol identifier portion of the first request to a hypertext transport protocol identifier portion of the second request; and

associate an element associated with the header portion associated with the first request with the hypertext transport protocol identifier portion of the second request.